

Diploma in Applied Travel and Tourism

Nouveau Tourism – Assessment/Marking Guide

Activity: As part of a promotional package which will help to attract your peers (in this case - people your own age) to volunteer their services in a voluntourism role. Choose a medium (from the examples provided) in conjunction with a voluntourism programme already running in the geographical area you have been assigned or individually chosen.

Student Name: _____

Task 1 & 2: Students must choose a mode of promotion and complete this as per the instructions on the task.

Choice made: _____

- a. Is the promotion visually pleasing?
- b. Does it introduce the concept of voluntourism?
- c. Does it use persuasive reasoning, argument?
- d. Does it contain relevant information pertaining to the voluntourism programme?
- e. Has it been written in a manner reflective of the peer group being targeted?

Task 2: An existing volunteer programme is chosen from the regions supplied and used as a resource to assist with the promotion in Task 1.

- a. Region chosen
- b. Legitimate programme chosen and URL provided

Task 3: Provide an executive summary which gives a detailed description of your promotion choice (task 1) and the rationale behind your choice.

- a. Reason why promotion choice made is explained rationally.
- b. Does the description/explanation adequately relate to persuasive argument in the promotion choice for the target market (peers)?
- c. Are the promotional messages clearly identifiable?
- d. Is the aim of the promotion clearly identifiable?

* Was all work clearly referenced?

Result:

Comment:

Resubmission Date: